

Message Text

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SUBJ: FOREIGN BUYER TRIPS: NCC/DISCOMP '78 - GROUP TRIPS
TO NATIONAL COMPUTER CONFERENCE, ANAHEIM, CA.
JUNE 3-18, 1978 - FINAL REPORT

1. 26 PARTICIPANTS FROM SWITZERLAND, GERMANY AND ITALY SIGNED UP FOR TWO ITINERARIES ARRANGED BY EMBASSY TO NCC. 8 PARTICIPATED IN DISCOMP 78 STUDY TRIP WHICH IN ADDITION TO VISIT TO NCC INCLUDED PLANT, INSTALLATION AND COMPANY VISITS WITH TWELVE ORGANIZATIONS IN DISTRIBUTED DATA PROCESSING, DATA COMMUNICATION AND COMPUTER NETWORKS. ESTIMATED 30 ADDITIONAL VISITORS FROM SWITZERLAND TRAVELLED INDIVIDUALLY AS RESULT OF INTENSIVE PUBLICITY MADE ON BEHALF OF NCC. 12 MONTHS PROJECTED SALES MAY EXCEED 7 MILLION DOLS.

2. PROMOTION. PROJECT PROMOTED JOINTLY BY EMBASSY AND AMERICAN EXPRESS. POSTS IN GERMANY, ITALY AND FRANCE ANNOUNCED PROGRAM. THOUSANDS OF PRELIMINARY ANNOUNCEMENTS USED AS ENVELOPE STUFFERS IN TARGETED INDUSTRY MAILINGS MADE BY EMBASSY AND OTHER ORGANIZATIONS. BULK OF PROMOTIONAL EXPENSES ASSUMED BY AMERICAN

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PAGE 02 BERN 03248 051232Z

EXPRESS. FREE PUBLICITY OBTAINED IN SEVERAL TRADE JOURNALS AND PRESS.

3. NCC. ACCORDING TO PARTICIPANTS, NCC HAS BECOME LEADING SHOW AND CONFERENCE IN INFORMATION SCIENCES IN U.S. NCC PRODUCT EXHIBITS PRIMARILY AIMED AT OEM MARKET AND ARE OF PARTICULAR INTEREST TO PROSPECTIVE REPS IN EUROPE WHO ARE LOOKING FOR

NEW SYSTEMS. NCC, HOWEVER, CANNOT BE COMPARED TO HANOVER FAIR CEBIT, OR TO SICOB IN PARIS, WHERE LARGE HARDWARE FIRMS MAKE NEW PRODUCT DISCLOSURES IN EUROPE. EXPLOSION IN MICROCOMPUTERS HIGHLIGHTED NCC. NCC LOUNGE FOR INTERNATIONAL VISITORS WELCOME FEATURE. COMMENT BY ONE PARTICIPANT ON LAST DAY OF SHOW: QUOTE I HAVE BEEN SO BUSY NEGOTIATING NEW REPRESENTATION CONTRACTS, THAT I HAVE BEEN UNABLE TO SEE THE ENTIRE EXHIBITION UNQUOTE.

4. DISCOMP. SURPRISINGLY, EMBASSY SUCCEEDED IN BOOKING ONLY EIGHT PARTICIPANTS ON STUDY TRIP WHICH WAS A PREMIERE FOR EUROPEAN COMPUTER PEOPLE. DISCOMP OFFERED UNIQUE INTRODUCTIONS TO LEADING US ORGANIZATIONS IN DISTRIBUTED COMPUTING AND NETWORKS. HIGHLIGHTS WERE VISITS AT ARPANET OF DOD WITH INFORMATION SCIENCES INSTITUTE OF UNIVERSITY OF SO. CALIFORNIA; INFONET BRIEFING AT COMPUTER SCIENCES CORP.; DATA BASE AND DATA COMMUNICATIONS PRESENTATIONS AT IBM SANTA TERESA AND SAN JOSE, CA; DISTRIBUTED SYSTEM NETWORK BRIEFING AT HEWLETT-PACKARD AND PRESENTATION OF PRELUDE PILOT PROJECT IN SATELLITE BUSINESS SYSTEMS, SANTA CLARA, CA; AND EDS IN DALLAS. ALL PARTICIPANTS PRAISED PRESENTATIONS MADE BY ORGANIZATIONS VISITED. VISITS PROVIDED OCCASION FOR EMBASSY ESCORT TO EXPLAIN COMMERCE EXPORT PROMOTION PROGRAMS TO BUSINESS EXECUTIVES . 8 PAGE

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PAGE 03 BERN 03248 051232Z

REPORT ON DISCOMP TRIP BEING PREPARED BY TRIP PARTICIPANT RAIMUND VOLLMER, EDITOR IN CHIEF, COMPUTER MAGAZINE, STUTTGART.

5. PARTICIPANTS. MIX OF AGENTS/DISTRIBUTORS OF COMPUTER PERIPHERALS, HEADS OF EDP DEPARTMENTS, MANAGERS OF SOFTWARE AND SYSTEM HOUSES, AND END-USERS. LISTS OF PARTICIPANTS ARE BEING POUCHED TO FOREIGN BUYER STAFF AND INFO POSTS.

6. ESCORT. EMBASSY FSL SCHAUBACHER ESCORTED BOTH GROUPS AND WORKED ON VARIOUS EMBASSY PROJECTS DURING TRIP AND DURING ADDITIONAL WEEK IN DALLAS, HOUSTON, AND WASHINGTON (FB TRIPS TO AM. HEART ASSOCIATION SCIENTIFIC SESSIONS, WESCON 78, MICRO 78, TECH-EX 79, SYNTOPICAN 79; DIRECTORY OF U.S. SEMICONDUCTOR INDUSTRY IN SWITZERLAND; WORD PROCESSING USA SEMINAR; COMPUTER NETWORKS USA SEMINAR). ASSISTANCE OBTAINED FROM FB STAFF AND DO'S IN PHOENIX AND DALLAS ESPECIALLY APPRECIATED.

7. ESTIMATED EMBASSY INPUT: FSO 12 HOURS, FSL 180 HOURS INCL. ESCORT, FSL CLERICAL 20 HOURS. WARNER

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